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AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and the listing of claims in the application.

Claims Listing:

1 - 10. (Cancelled)

11. (Currently Amended) A counterfeit detection method comprising:

reading a label attached to a manufactured item, said label incorporating a manufacturer-controlled identification number;

with said identification number, querying a third party authority to verify that

said item is owned by said store that said item is owned by said store that a

retailer of said item said store received title to said item # from a chain of

non-consumer owners beginning with its indicated manufacturer; and

generating a certificate of authenticity to provide to a purchaser of said item if

said querying yields an affirmative result- indicating that said item is not

counterfeit if said retailer received title to said item from said chain.

12. (Previously Presented) The method according to claim 11 and wherein said reading comprises scanning said label with a bar code reader.

13. (Previously Presented) The method according to claim 11 wherein said identification number is encoded in said label and wherein said encoded number is one of the following code types: one-dimensional bar code, two-dimensional bar code, RFID tag and a magnetic tag.

14 - 21. (Cancelled)

22. (Currently Amended) A point of sale unit in a store, the unit comprising:

a reader to read a label attached to a manufactured item, said label incorporating a manufacturer-controlled identification number;

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a verifier to query a third party authority with said identification number to verify ~~that said item is owned by said store and~~ that said store received title to ~~said item~~ from a chain of non-consumer owners beginning with its indicated manufacturer; and

a printer to ~~generate a certificate of authenticity if said querying yields an affirmative result~~ indicate that said item is not counterfeit if said retailer received title to said item from said chain.

23 - 24. (Cancelled)

25. (Original) The unit according to claim 22 and wherein said reader comprises one of the following readers: a one-dimensional bar code reader, a two-dimensional bar code reader, an RFID tag reader, and a magnetic tag reader.

26. (Currently Amended) A method according to claim 11 and wherein a database maintained by said third party authority stores identities of commercial entities to whom said items are sold from manufacture until point of sale.

27 - 28. (Cancelled)

29. (Currently Amended) A counterfeit detection method comprising:

maintaining a database for cataloguing ~~the following~~:

manufactured items identified by manufacturer-controlled identification numbers; and

commercial entities to which said items are sold from manufacture until point of sale;

receiving a query from a store regarding a particular one of said identification numbers wherein said particular identification number is associated with a particular one of said items; and

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indicating that said item is not counterfeit ~~providing an affirmative~~
~~response to said query~~ if said store is recorded in said database as owning said
particular item.

30. (Cancelled)